

Message Text

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PAGE 01 BUDAPE 01541 231724Z

66

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

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R 230913Z MAY 75

FM AMEMBASSY BUDAPEST

TO SECSTATE WASHDC 3302

INFO AMEMBASSY BERLIN

AMEMBASSY BUCHAREST

LIMITED OFFICIAL USE BUDAPEST 1541

E.O. 11652: N/A

TAGS: BEXP, HU

SUBJ: CHEMICAL AND PETROCHEMICAL PROCESSING EQUIPMENT
TECHNICAL SALES SEMINAR

REF: STATE 087041

1. PROPOSED TECHNICAL SALES SEMINAR RAISES SEVERAL
SERIOUS QUESTIONS:

A. LOCAL SOURCES INDICATE MOST HUNGARIAN EXPERTS IN
FIELD WILL BE ATTENDING LEIPZIG FAIR,

B. AS DEPT AWARE, PROPOSED DATES CONFLICT WITH
MAJOR HUNGARIAN AGRICULTURAL FAIR (OMEK/AGROMAST, AUG 29-
SEPT 14) IN WHICH USDA ALREADY PLANNING TO PARTICIPATE.

C. LOGICAL ORGANIZER FOR PROPOSED SEMINAR, MTESZ,
IN ITS FINAL REPORT ON AGRICULTURAL CHEMICAL TECHNICAL
SALES SEMINAR HELD BUDAPEST IN MARCH 1975 INDICATED CLEAR
DISAPPOINTMENT IN QUALITY OF PRESENTATIONS. (SEE SEPTTEL).

2. IN ORDER PROVIDE USEFUL COMMENT, EMBASSY FIRST
REQUIRES SOME SLIGHT INDICATION OF WHICH AMERICAN FIRMS
WOULD PARTICIPATE, LEVEL OF REPRESENTATION, AND TOPICS
TO BE DISCUSSED.

3. IF PROPOSED SEMINAR DOES MATERIALIZE, BUDAPEST
SHOULD FOLLOW BUCHAREST IN VIEW FAIR CONFLICT MENTIONED
PARA 1.

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4. POST ASSUMES USDOC WILL ASSURE HIGHER QUALITY
PRESENTATION IN PROPOSED SEMINAR AND ALLOW "SELLING
FROM PODIUM" TO PREVENT REPEITION OF AGCHEM'S WEAKNESSES.
PLEASE CONFIRM.
MCAULIFFE

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